

# SCOTTISH GROCER FEATURE SYNOPSIS

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## YOGURTS AND DESSERTS FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, 29<sup>th</sup> April 2019**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It's always very useful to receive images - 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

No longer a mere accompaniment to breakfast, the yogurt category has muscled into a number of spaces in Scottish homes, from healthy snacking to special ingredient for at-home amateur chefs. Desserts too have evolved, with a variety of healthy alternatives now available alongside traditional indulgent treats. In this feature we'll look at how desserts and yogurts are performing in Scotland and ask what c-stores can do to extract as much as possible from both categories. We would welcome comments on the following:

- How would you assess the performance of yogurts/desserts in Scottish stores at the moment? Where are the areas of growth? How does the convenience channel stack up against the multiples in this regard?
- What pack sizes and formats are proving popular with Scottish shoppers at the moment? Why do you think that is?
- How critical are promotions to the success of yogurts and desserts in convenience? What about PMPs? What are the key motivations for purchasing yogurts/desserts in convenience? How does this compare to the multiples?
- How has the increasing demand for healthier alternatives affected yogurts/desserts?
- Do you have any NPD or campaigns you would like to shout about?